AMENDMENTS TO THE CLAIMS

1.-20. (Canceled)

21. (Currently Amended) A processor-implemented method for predicting clickstream data, comprising:

      determining a point in time of interest;

      receiving content information from a content database, the content information describing a content offering at the point in time of interest;

      receiving at least one subscriber action ~~actions~~ for the point in time of interest, the subscriber action ~~actions~~ comprising at least one command from ~~buttons pushed by~~ a subscriber ~~at a remote control~~ while viewing content;

      merging the content information with the subscriber actions to generate ~~generating~~ an event timeline ~~metrics~~ describing the content information and the subscriber actions over a period of time; and

      predicting, based on the ~~metrics~~ event timeline, data that will describe the subscriber's purchasing habits ~~future subscriber actions at a future point in time~~.

22. (Currently Amended) A method according to claim 21, further comprising merging the content information received from the content database and the at least one subscriber action ~~information related to buttons pushed by the subscriber~~ to create subscriber choice information.

23. (Currently Amended) A method according to claim 21, further comprising assigning a category to the content information and merging the category with the event timeline ~~wherein generating the metrics comprises generating an event timeline that describes the subscriber actions over the period of time~~.

24.   (Currently Amended) A method according to claim 22, further comprising categorizing the merged content information <u>with</u> ~~and~~ the <u>at least one</u> subscriber <u>action</u> ~~actions~~ for the point in time of interest.

25.   (Currently Amended) A method according to claim 21, <u>further comprising</u> ~~wherein~~ predicting ~~the data comprises~~ <u>at least one of</u>:

> predicting depression of a volume button on <u>a</u> [[the]] remote control,
> predicting depression of a channel "up" button on the remote control, and
> predicting depression of a channel "down" button on the remote control.

26.   (Currently Amended) A method according to claim 21, <u>further comprising</u> ~~wherein predicting the data comprise~~s predicting depression of a numeric button on <u>a</u> [[the]] remote control.

27.   (Currently Amended) A server for predicting subscriber actions, the server operative to:

> receive a point in time of interest;
>
> receive content information from a content database, the content information describing a content offering at the point in time of interest;
>
> receive <u>at least one</u> subscriber <u>action</u> ~~actions~~ from a subscriber-action database, the subscriber <u>action</u> ~~actions~~ comprising <u>at least one command from</u> ~~buttons pushed by~~ a subscriber ~~at a remote control~~ while viewing the content offering at the point in time of interest;
>
> <u>obtain purchasing data describing the subscriber's historical purchases;</u>
>
> <u>merge the content information, the subscriber actions, and the purchasing data to</u> generate <u>an event timeline</u> ~~metrics~~ describing <u>the subscriber's content selections and the subscriber's purchases</u> ~~the subscriber actions~~ over a period of time; and
>
> predict, based on the ~~metrics~~ <u>event timeline,</u> data that will describe <u>the subscriber's purchasing habits</u> ~~future subscriber actions~~ at a future point in time.

28.   (Currently Amended) The server according to claim 27, further operative to <u>assign a category to the content information and merge the category with the event timeline</u> ~~generate an event timeline that describes the subscriber actions over the period of time~~.

29.   (Currently Amended) The server according to claim 27, further operative to predict at least one of depression of a channel button at <u>a</u> [[the]] remote control and depression of a volume button at the remote control.

30.   (Currently Amended) The server according to claim 27, further operative to predict depression of a mute button at <u>a</u> [[the]] remote control.

31.   (Currently Amended) The server according to claim 27, further operative to predict depression of a "last" channel button at <u>a</u> [[the]] remote control.

32.   (Currently Amended) A computer readable medium storing processor executable instructions for performing a method, the method comprising:

        <u>retrieving</u> ~~analyzing~~ content information from a content database, the content information describing a content offering at a point in time of interest;

        <u>retrieving</u> ~~analyzing~~ subscriber actions from a subscriber-action database, the subscriber actions comprising <u>commands</u> ~~buttons pushed~~ by a subscriber ~~at a remote control~~ while accessing <u>the</u> [[a]] content offering at the point in time of interest;

        <u>obtaining purchasing data describing the subscriber's purchases;</u>

        <u>merging the content information, the subscriber actions, and the purchasing data to generate</u> ~~generating~~ an event timeline ~~metrics~~ describing <u>the subscriber's content selections and the subscriber's purchases</u> ~~the subscriber actions~~ over a period of time; and

        predicting, based on the ~~metrics~~ <u>event timeline, future subscriber actions and the subscriber's purchasing habits</u> ~~channel changes~~ at a future point in time.

33.   (Currently Amended) A computer program product according to claim 32, <u>further comprising instructions for assigning a category to the content information and for merging the category with the event timeline</u> ~~wherein generating the metrics comprises generating an event timeline that describes the subscriber actions over the period of time~~.

34.   (Previously Presented) A computer program product according to claim 32, further comprising instructions for correlating the content information with the subscriber actions.

35.   (Currently Amended) A computer program product according to claim 32, further comprising instructions for <u>projecting future purchases by the subscriber based on the event timeline</u> ~~categorizing the content information~~.

36.   (Currently Amended) A computer program product according to claim 32, further comprising instructions for at least one of i) analyzing buttons pushed <u>on a remote control</u> during preceding content and ii) analyzing buttons pushed <u>on the remote control</u> during succeeding content.

37.   (Previously Presented) A computer program product according to claim 32, further comprising instructions for analyzing buttons pushed by the subscriber to receive an alternate source of content.

38.   (Currently Amended) A method according to claim 21, further comprising creating tailored media content that corresponds to the predicted <u>subscriber actions</u> ~~channel changes~~.

39.   (Previously Presented) A method according to claim 38, wherein the tailored media content comprises content bundled with an advertisement for a product or service.

40.   (Previously Presented) A method according to claim 38, further comprising distributing the tailored media content to the subscriber.

41.   (Previously Presented) A method according to claim 38, further comprising tracking popularity of the tailored media content for a period of time.

42.   (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to past subscriber actions.

43.   (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a demographic of the subscriber.

44.   (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a purchasing history of the subscriber.

45.   (Previously Presented) A method according to claim 21, further comprising receiving information related to an alternate video source received by the subscriber.

46.   (Previously Presented) A method according to claim 21, further comprising presenting types of content available to the subscriber during a period of time, with the types of content comprising an alternate video source.

47.   (Previously Presented) A method according to claim 46, wherein presenting the types of content available comprises integrating content available from the alternate video source into an electronic programming guide.

48.   (Previously Presented) A method according to claim 21, further comprising providing the subscriber a log of received content.

49.   (Previously Presented) A method according to claim 21, further comprising merging the content information and information related to an alternate video source to determine what content is received by the subscriber.

50.   (Previously Presented) A method according to claim 21, wherein the content information comprises an amount of time that an advertisement was received.

51.   (Previously Presented) A method according to claim 21, further comprising analyzing the subscriber actions to determine when the subscriber initially receives an entire advertisement but subsequently only receives a portion of the advertisement.

52.   (Previously Presented) A computer program product according to claim 32, further comprising instructions for accessing the subscriber actions taken by the subscriber while accessing and viewing content.

53.   (Currently Amended) A device, comprising:

    a processor communicating with memory;

    the processor retrieving means for analyzing content information from a content database, the content information describing a content offering at a point in time of interest;

    the processor retrieving means for analyzing subscriber actions from a subscriber-action database, the subscriber actions comprising commands buttons pushed by a subscriber at a remote control while receiving accessing the [[a]] content offering at the point in time of interest;

    the processor obtaining purchasing data describing the subscriber's purchases;

    the processor merging the content information, the subscriber actions, and the purchasing data to generate an event timeline describing the subscriber's content selections and the subscriber's purchases over a period of time; and

    means for generating metrics describing the subscriber actions over a period of time; and

    the processor means for predicting, based on the event timeline metrics, future subscriber actions and future purchases channel changes at a future point in time.